



FOR IMMEDIATE RELEASE

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## **MAYOR JERRY SANDERS FACT SHEET**

### **SAN DIEGO SHOOTS, SCORES IN BID TO HOST WORLD CUP GAMES**

San Diego scored a big goal today. The U.S. Bid Committee announced that San Diego has been selected one of 18 finalists to host World Cup soccer games should the U.S. win its bid to host the tournament in 2018 or 2022.

The news is a big vote of confidence in San Diego's world-wide allure and its ability to handle an international event. By the end of this year, FIFA is expected to select the host countries for both the 2018 and 2022 World Cups – and nearly 50 cities across the country expressed interest in serving as hosts should the U.S. win its bid.

“This is a big feather in our city's cap,” Mayor Sanders said. “I'd like to thank everyone involved in this effort, including members of my staff as well as the San Diego Sports Commission, the San Diego County Hotel-Motel Association and the San Diego Lodging Industry Association.”

The economic impact of serving as a World Cup host city would be enormous. The event would generate an estimated \$350 million to \$500 million in business for San Diego. It would produce an estimated 300,000 hotel-room night rentals for the city. By comparison, the 2003 Super Bowl in San Diego generated 168,000 room-night rentals, while the 2008 U.S. Open golf tournament at Torrey Pines generated 74,000 room-night rentals.

If the U.S. wins its bid for either the 2018 or 2022 Cup, the U.S. Bid Committee would then narrow down the list of 18 cities to a final 12-14 that would host World Cup matches. Each of these cities would host six to eight matches over a two- to three-week period.